

LEO BURNETT U.S.A.

a division of the leonard burnett inc.

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The low-tar cigarette with the recessed tip.

The thoughtful choice in low-tar smoking.



Most low-tar cigarettes are flush-tipped. So tar buildup is flat against your lips.

But Parliament has the recessed tip. That means tar buildup never touches your lips. All you get is neat, clean taste.

So if you're trying to find a low-tar cigarette that tastes good, why not choose the one with the difference, Parliament with the recessed tip.



Parliament



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings: 16 mg "tar," 0.9 mg. nicotine
100's: 17 mg "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Nov. 79

